

All Telephone Lines Lead to the "Popular"—Call 3300

The "Popular's" After Easter Message

To Its Preferred Partners--The Public

NOW ANOTHER week—and a better week than last! For—as we live we learn. And as we learn we profit by our learnings. Each week there are new resolves—new laurels to win. So each week we offer you the services of a better store than on the week preceding. And so it will be—on and on—till the

"Popular" has reached the high goal which it set out to win. Next week will be a banner one—there are many special attractions all over the store. We invite you to come with your most critical eyes and critical mind and pass judgment upon the new things here.

Fashion's Suit Favorites Bidding for Your Favor

THE enormous variety of new suits at the "Popular" is beyond description. Surely any woman contemplating the purchase of a suit will find one in these vast stocks to meet her individual fancies. Hundreds of novel and individual styles are here.

Women Wanting Silk Suits

will be pleased with the variety of new models here. Pretty chiffon taffeta and beautiful brocaded suits developed in Belgium blue and black. Also charming silk poplin suits in styles for both street and house wear. Both plain and fancy styles with the new wide skirt effect. A showing bright with the charm and freshness of Spring itself—priced at \$25, \$29.50, \$34.50 and up to \$75.00.

The Tailored Suits of Wool

The most favored materials are gabardine, serge and shepherd checks. In smart Etons—Tommy Atkins—short natty coats—trig swinging skirts—plain or "fussy." Developed in sand color, navy, black and other shades; some in the new novel belt effects with coat extremely flaring, \$15, \$19.50, \$25 and up.

Smart New Spring Coats

Trim, snappy, smart styles; gabardines, men's wear serge, tweeds, coverts and checks as well as white coats of chinchilla and cravanette coats. Some with new flare backs with short round yoke. Many particularly desirable for auto wear and equally suitable for street. All models which strike the final note in smartness.

Blouses You Will Marvel At

The high-low neck, demi-military models prevailing in this very new and very complete collection of embroidered voiles, organdies, crepe de chimes, Georgette crepes. Some charming styles are fashioned of creamy silk shadow lace over flesh colored chiffon. Many simple but very modest models in white and the new colors. A most interesting collection of the newest models ranging from a simple tailored blouse to the most elaborate kind. Special values at \$1.95, \$2.95, \$4.95 and up to \$15.00.



Nature Lends Her Loveliest Colors to Our Spring Millinery

The violet, the rose and many other wonderful colors tint the new hats. They're always becoming, always harmonious—emphasizing the natural tints of the complexion and blending beautifully with the new suit shades. One model has a transparent brim of old blue showing an inlaid wreath of old fashioned flowers, and a black satin crown.

Featuring Hats at Two Special Prices \$3.95 and \$6.95

Inexpensive yet fascinating in style—the quaint flower trimmed bonnets—the new sailors with tilting brims and flaring bows, the turban, simple in line, dashing chic and small, close fitting shapes, each with its own peculiar appeal. Milan hems and Leghorn hats. Dress, semi-dress and smart tailored hats. Many in the \$3.95 group were yesterday priced \$5—many in the \$6.95 group were \$10.00. Make Selections Monday at \$3.95 and \$6.95.

Interesting Basement Offerings

HOUSE DRESSES \$1—The most complete range of women's house dresses we have ever shown in the Basement at this price. They are made of Amoskeag gingham and splendid quality percale; well made and effectively trimmed; each.....\$1.00

BOYS' WASH SUITS—In the Oliver Twist and Sailor Styles. Made of good quality linene, in sizes from 2 to 8 years. Hundreds of new ones lately arrived and are special values at 45¢

BOYS' BLOUSES 25¢—Made of chambray gingham in plain blues and striped effects; sizes range from 3 to 14 years. Well made and perfectly finished little garments of splendid quality; in the Basement, each.....25¢

SEALED SHEETS—These are 72x90 inches in size and are made of good quality full bleached muslin with invisible seam in center. (Limit, 6 to a customer and no phone orders.) Basement special, 3 for.....\$1

New Dresses to Guide You In the World of Fashion

IN EXPLORING the world of Fashion it is well to have competent guides. Women who look to the "Popular" to direct them will make no mistake. Every "Popular" dress is authoritative in style and is a guide post in the World of Fashion.

Stunning New Silk Dresses

Never were colors more charming or modes more acceptable. The "Popular" display is a brilliant fete of dress fashions bearing the style indorsement of Paris itself. Lately arrived are beautiful new dresses of soft radium taffeta, glistening messaline, dainty crepe de chine and stunning meteors. Dressy effects for afternoon, evening and the dance—with many pleats and frills. We especially emphasize those priced at \$25.00 and up to \$49.50.

Less Expensive Dresses--Special!

From the standpoint of price the line of dresses to be offered at the "Popular" on Monday for \$10 is most attractive. There are dainty crepe de chimes, crepe meteors and plain taffetas—some with dainty Georgette crepe sleeves. Charming little frocks in styles most becoming—select from these for \$10.

Crisp Summery Wash Dresses

As dainty and authentic in style as you can imagine. Charming models that are distinguished by their youthful lines. Linens, dimities, voiles—floral designs and stripes, some Bolero jacket effect and finished with lace yoke. Dresses for street and home wear; all are moderately priced—from \$10.50 to \$29.50.

Charming Dresses of Net

With the Spring season has come a great variety of pretty dresses of net. Styles are beautiful. In particular we mention a lingerie dress combined with filet lace and embroidered organdie over a slip of net with ribbons hanging from shoulders, after the fashion of Mrs. Vernon Castle's dancing frocks—this one priced \$69.50. Other net dresses with the full skirt; ribbon, chiffon and lace trimmed; all new models, priced \$15.00 to \$39.50.

Dress Fashion and Your Corset

Skirts this season should be full at the bottom, but fit snugly around the hips and waist. Above the waist the bodice should set more closely than in the past, and fitted sleeves are once again the style.

You must select your corset to gain these lines. We have styles for every figure, styles that we can guarantee to shape fashionably and comfortably.

The corset skirts are long, with rubber inserts to mold the flesh snugly at all times without binding.

You will find the natural shaped waist again correct. Thin double rust-proof boning forms the waist line easily and comfortably, and this rust-proof boning will not set nor break.

Four inches is the proper height of bust, with sufficient fullness not to bind at the top, since the diaphragm has so developed in the past few seasons of topless corsets.

Warner's Rust-Proof lace front models have the added feature of a patented protecting tongue attached to the corset under the lacing. It is a comfort that you will appreciate.

Come today and see the new models Lace-front and Lace-back

Gossard front lacing.....	\$2 to \$12	Mme. Lyra Corsets.....	\$5 to \$15
Nemo Corsets.....	\$3 to \$5	American Lady.....	\$1 to \$5
Franco Corsets.....	\$3 to \$8.50	Warner's Rust Proof.....	\$1 to \$3



Fashionable Silks

for Spring and Summer Wear

WOMEN who are preparing to have sewing done will find our Silk Department replete with the new weaves and colors for the spring and summer seasons. We mention a few items in particular—

CHIFFON TAFFETA—Very popular at this time; extra quality silk in a full color range; 36 inches wide; \$1.25 and \$1.50 a yard.

TAFFETAS—Warp print, embroidered and pompadour. Very much in demand. A beautiful range of new effects—\$1.50 to \$2.50 a yard.

EMBROIDERED CREPE DE CHINE—For the making of blouses and summer dresses; embroidered in dainty colorings; 40 inches in width; a splendid value at \$1.75 a yard.

SUITINGS—Silk and wool poplin of extra heavy grade; desirable street shades; 44 inches in width—\$2.50 and \$3 a yard.

SILK AND WOOL POPLIN—A beautiful soft quality in all the wanted shades; 40 inches in width and priced at 98¢ a yard.

TUB SILKS—Guaranteed fast colors; the most desirable weights for blouses and dresses; priced from 85¢ to \$2 a yard.

Crisp and Snowy Undermuslins

EVERY woman who wants dainty Undermuslins for summer will do well to make a trip to the "Popular." Here for your selection are hundreds of beautiful garments—all daintily trimmed and fashioned of sheerest nainsook, muslin and lingerie cloth. Gowns, Teddy Bears, Chemise, Petticoats, Camisoles, Combination Suits and Drawers are here in styles that are to be found at the "Popular" only. A world of new garments just fresh from their tissue wrappings all daintily trimmed and in styles that women want. We are featuring two lines that are splendid values—95¢ AND \$1.45

See the new arrivals in Children's Wear

Extra effort has been exerted this season to assemble children's wearing apparel in wide variety and certainly success has crowned our efforts. At this time stocks have reached the zenith of completeness and whatever you may require may be obtained here with the fullest degree of satisfaction.

CHILDREN'S TAILORED DRESSES—Of fine quality linen, poplin, French gingham, chambray and linene. White and colors; a wonderful assortment of styles designed by American fashion creators. Prices are moderate, ranging from.....\$1 to \$4

CHILDREN'S CREPE KIMONOS—In sizes 1 to 16 years; floral and oriental designs. The larger sizes are shown with Japanese and butterfly sash—sizes 1 to 4 years, 50¢ to \$1; sizes 4 to 16 years, \$1 to.....\$2.50

SKIRTS FOR GIRLS—New French and Storm Serge Skirts and black and white shepherd checks; some with pockets and in suspender effects; sizes 8 to 16 years. Priced at \$2.95 - \$3.45 and \$3.95

Reliability, Worth and Style in

Footwear

for the women who really care for the things that go to make up correct foot dress. We mention in particular—

MILITARY LACE OXFORDS—Very desirable for street wear; in patent and gummetal vamp, with fawn or grey ooze tops—pair \$5

WOMEN'S BLACK AND WHITE FOOTWEAR—Patent leather lace boots with white calf tops; patent pumps with white calf quarter—priced at.....\$5 and \$6

CHILDREN'S FOOTWEAR—The new Military Lace Boots in Tipperary style. In patent leather with the new grey cloth tops. We are showing these in sizes for infants to sizes for the growing girl. New creations for the spring and summer season, and priced from \$1.50 to \$4 a pair, according to size.

Free Circulating Library
for Boys and Girls.
Boys' Dept., 2nd Floor

Prompt and Careful At-
tention Given to all Mail
Orders.

The Popular
DRY GOODS CO., INC.

New Pictorial Review
Patterns for May Are In

See the New Things on
Display in Our Windows